

Chinook's Edge School Division Visioning Project

NOW

2015

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December 17, 2010 Meeting Highlights

Although this represents only the second time that members of the Guiding Coalition have come together, it has become very evident that this group is connecting with respect and enthusiasm. We began the December 17 meeting by reflecting on how being a member of the Guiding Coalition affects our perspective of our work.

How do we communicate the work of the Coalition? How do we gather input from the field?

Communications Officer, Sandy Bexon, shared details of the Project's Communication Plan.

Goals: To promote the process and goals of the CESD Visioning Project and to facilitate strategies that ensure effective participation throughout the process, to successfully reach the goal of defining and adopting a renewed vision for Chinook's Edge.

Objectives: To engage effective participation throughout the process and to ensure support of the final vision/mission statement.

Audiences: Guiding coalition members, Chinook's Edge employees, Board of Education, students of Chinook's Edge and their parents, community residents.

Strategies: Create communication structures to facilitate the channels necessary to reach various audiences (a Wiki is linked to the bottom right of the website homepage and is regularly updated); develop an awareness campaign (a media release outlining the project resulted in ten media interviews/ensure each Guiding Coalition member understands their role as ambassador of the visioning project/host information events as the need is identified).

Evaluation: Specific activities will measure effectiveness throughout the process.

The guiding coalition responded to an exercise on the Wiki and documented key words that described their role. The results show members understand their dual role of both ambassadors and contributing members of the Visioning Project:

Ambassador Promoter Support Builder

Discussion and Communication Advocate, messenger and data collector

Promote process, be prepared, engage people, receive input, maximize exposure of the project and reach goals successfully.

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What is the philosophical shift outlined in the opening pages of the government's Inspiring Action document?



Tables of five members discussed the important Inspiring Action document at length, bringing their own interpretation and priorities for the future of education. This document can be viewed on the Government of Alberta's website under the Ministry of Education/Featured Initiatives.



How are we doing?

The meeting concluded with a community circle, where Guiding Coalition members were invited by Superintendent Kurt Sacher to share their thoughts on the process so far. It was readily apparent that our Chinook's Edge Visioning Project is swiftly taking shape in a manner that has already reached a depth of meaning for our Guiding Coalition members.



The next meeting of the Guiding Coalition takes place on January 21, 2011. Members will begin bringing back comments and questions from a broader audience, as they have been tasked with gathering some information from 'the field'. We are very much looking forward to hearing those responses!